

What is claimed is:

1. A network marketing system comprising:

at least one user terminal for being operated by a user that purchases items and having the capability to be connected to a network;

5 an item database for storing information on items on the market;

a shopping cart database each associated with each user for storing shopping carts to temporarily save items to be investigated for purchase by a user; and

10 a marketer server connected to said network, for providing said user terminal with item information stored in said item database, for adding a particular item to a shopping cart stored in said shopping cart database upon receiving notification from said user terminal to add that
15 item to the shopping cart, for sequentially presenting items in said shopping cart to said user terminal to confirm whether or not the user has the intention to purchase upon receiving notification from said user terminal of the intention to purchase items in the
20 shopping cart, and for actually accepting an application to purchase only with respect to items for which intention of an application to purchase could be confirmed.

2. A network marketing system according to claim 1, wherein said user terminal establishes a right to purchase

preferentially a particular item when said user saves the item in said shopping cart.

3. A network marketing method for marketing items between a marketer server and a user terminal, said server and said terminal being connected by way of a network, said method comprising steps of:

5 adding an item selected by said user terminal to a shopping cart for temporarily holding items to be examined by said user for purchase;

upon receiving notification from said user of the intent to purchase items in said shopping cart,
10 sequentially presenting items in said shopping cart to said user to confirm whether or not the user has the intention to purchase; and

actually accepting an application to purchase for only those items for which said user's intention to apply
15 for purchase could be confirmed.

4. A network marketing method according to claim 3, further comprising a step of establishing said user's right to purchase preferentially a particular item when said user saves the item in said shopping cart.

5. A computer program for enabling a computer to perform processing for marketing items between a user

terminal and a marketer server, said terminal and said server being connected by way of a network, said processing comprising:

a process for adding an item selected by said user to a shopping cart for temporarily holding items to be examined by said user for purchase;

a process for sequentially presenting items in said shopping cart to said user to confirm whether or not the user has the intention to purchase upon receiving notification from said user of the intention to purchase items in the shopping cart; and

a process for actually accepting an application to purchase with respect to only those items for which said user's intention to apply for purchase could be confirmed.

6. A computer program according to claim 5 that causes a computer to execute a process such that said user establishes a right to purchase preferentially a particular item when said user saves the item in said shopping cart.

7. A marketer server that can be connected to at least one user terminal by way of a network, said server comprising:

a means for providing said user terminal with information on items that are marketed,

a means for, upon receiving notification from said user terminal to add a particular item to a shopping cart for temporarily holding items the user is examining for purchase, adding the item to said shopping cart;

10 a means for, upon receiving notification from said user terminal of the intention to purchase items in said shopping cart, sequentially presenting items in the shopping cart to said user terminal to confirm whether or not the user has the intention to purchase; and

15 a means for actually accepting application to purchase with respect to only those items for which the intention to purchase could be confirmed.